



You are invited to examine
THE MIND
-- a revealing, important,
colorfully illustrated book --
entirely free for ten days

As you read this sentence, the
fastest, most complex processes
known to man are occurring in
your brain: perception, thinking,
memory, learning.

In the known universe, only man
can perform these intricate pro-
cesses.

Only you can read this letter.

To learn more about these pro-
cesses -- and how they influence
your life -- please read on.

Dear Reader:

The mind has always been a puzzle -- impenetrable and mysterious
as the universe itself.

What is consciousness? What is sensation? How do we store memory?
Feel love, anger, fright? How does the network called the nervous
system function?

Today, as science embarks on the first explorations of outer space,
it also probes deeply into the universe of the mind to understand some
of its secrets.

What happens when the mind breaks down? What is anxiety?
Depression? How does psychoanalysis bring about changes
in personality? What about tranquilizers, drugs such as
LSD and psilocybin? How effective are teaching machines?
Will computers be able to think and feel as man does?

To present science's best answers to these questions, the editors
of TIME-LIFE BOOKS announce publication of THE MIND -- a remarkable

volume in the Life Science Library -- which explains much about how you perceive, think, and respond to your environment, much about how and why you feel emotions, remember and learn, how you reason and decide.

Two thousand years ago Seneca said: "Man is an animal who thinks." Today scientists ask: "What is thinking?"

THE MIND offers a synthesis of thinking from many areas of science. In its 200 informative, entertaining, and readable pages you discover what is known, what is about to be known, what is still unknown and perplexing scientists.

All the answers haven't been discovered, of course. But the latest available answers are now yours in readable, understandable form: THE MIND, the introductory volume in a remarkable series called the Life Science Library.

Here is the history of man's ideas about his mind: Theories and discoveries of philosophers, physicians, teachers, biologists and neurologists. . .from Plato to today, each has added a new notch to our knowledge. . .William James and Freud, each has added dimension and depth to our understanding.

You follow the network of man's nervous system. . .from the grey knot atop the skull with its 10 billion inter-connecting nerve cells through peripheral systems, two-lane highways that carry sense data from fingertips, through the muscles, muscles to the brain; motor nerves which carry the brain's orders to muscles and organs.

You encounter the problems of "consciousness" and "perception" -- most challenging of all the unknowns. Why do we so often see only what we expect to see? How do our nerve activities produce such an astonishing variety of effects -- from dreaming, to talking, to writing? (A man may read a book with his eyes, while a blind man reads the same book with his fingers. Both perceive the same meaningful words. How?) Scientists are studying the complicated subject of perception.

You see the human mind in disarray, mentally ill, a state once treated with appalling cruelty, subjected to fiendish "cures," now given humane therapy. You encounter the psychotic's world of delusion, hallucinations, exaggerated emotions, garbled speech and thought.

You grasp the complexities of the Freudian doctrine, and meet the great genius, Sigmund Freud, whose theory of the unconscious mind influenced so much contemporary thought about man's emotional life.

You share the experiences of those experimenting with hallucinogenic drugs -- LSD, for example, which produces

vivid but disconnected sensations and visions (you "hear" sound as color, you "see" it as ribbons drifting across the room).

You are introduced to extraordinary new electrical and chemical techniques permitting scientists to probe deep within the brain. Neurosurgeon Wilder Penfield, treating epileptics, found that when their memory was jogged with ESB (electrical stimulation of the brain) treatment, they suddenly recalled long forgotten episodes out of their pasts.

And these are only suggestions of the fascinating, stimulating, revealing topics you'll experience when you examine and explore THE MIND. I think you'll find it a remarkable index to your own personality and to those of your friends.

If you possess the "sense of excitement about discovery" -- Dr. Jerome Bruner of Harvard calls it the most important ingredient of learning -- you will accept my invitation to read THE MIND and take these adventures in scientific discovery. I have reserved a copy in your name for free examination.

THE MIND, of course, is just one of the books in this uncommon series. You could say that the Life Science Library had its start years ago in LIFE magazine's editorial offices. Actually, it started eons ago with the genesis of the universe. And the story the Library tells is still unfolding. It is the story of MATHEMATICS, ENERGY, MACHINES, THE CELL, THE BODY and other topics. . .presented in calm, authoritative and orderly fashion. . .explained in detail, illustrated in profusion, easy to read.

Who else is better equipped to present such a basic. . .such a fantastic story than resourceful and precise Editors of TIME-LIFE BOOKS. And it is their aim in this series to present the entire and sometimes complex world of science in a reasoned, understandable manner. The volumes are clear and concise enough for anyone who has an interest in the subject to read -- no matter how young. And they are authoritative and detailed enough for even the most sophisticated amateur scientists to read and enjoy.

The children, whose education today is necessarily science-oriented, will profit from having these exceptional books available in their homes. And I think you'll find they will read these books independent of any classroom assignment. They are that readable.

But see for yourself. THE MIND (like all Library volumes) is sent to you free for ten days to use and enjoy.

There can be no more appropriate book to introduce you to the wonders and joys of science than THE MIND. Its subject is where all understanding begins. . .and science is another name for understanding. How man alone, among life on earth, reasons, remembers, imagines, and invents, makes

an engrossing and worthwhile chronicle. Join us on this wonderful journey.

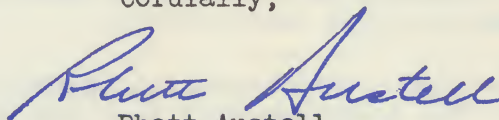
It's an inexpensive journey. You pay only if you decide to keep the volume, and then the price is just \$3.95 (plus delivery). These books are available only from TIME-LIFE BOOKS, so if the temptation is there, I suggest you act on it today -- especially with an on-approval escape clause.

Just check the enclosed Reservation Card and put it in the mail. It obligates you in no way to purchase this, or any other volume in the series. Only to examine THE MIND. And you can cancel anytime.

The card merely tells us that you want to examine this book at your own leisure. Only after you decide you want to own THE MIND and add it to your book collection, do you remit the low price of only \$3.95 (plus postage and handling).

Just mail the card today please. You will be glad you did.

Cordially,



Rhett Austell
Publisher

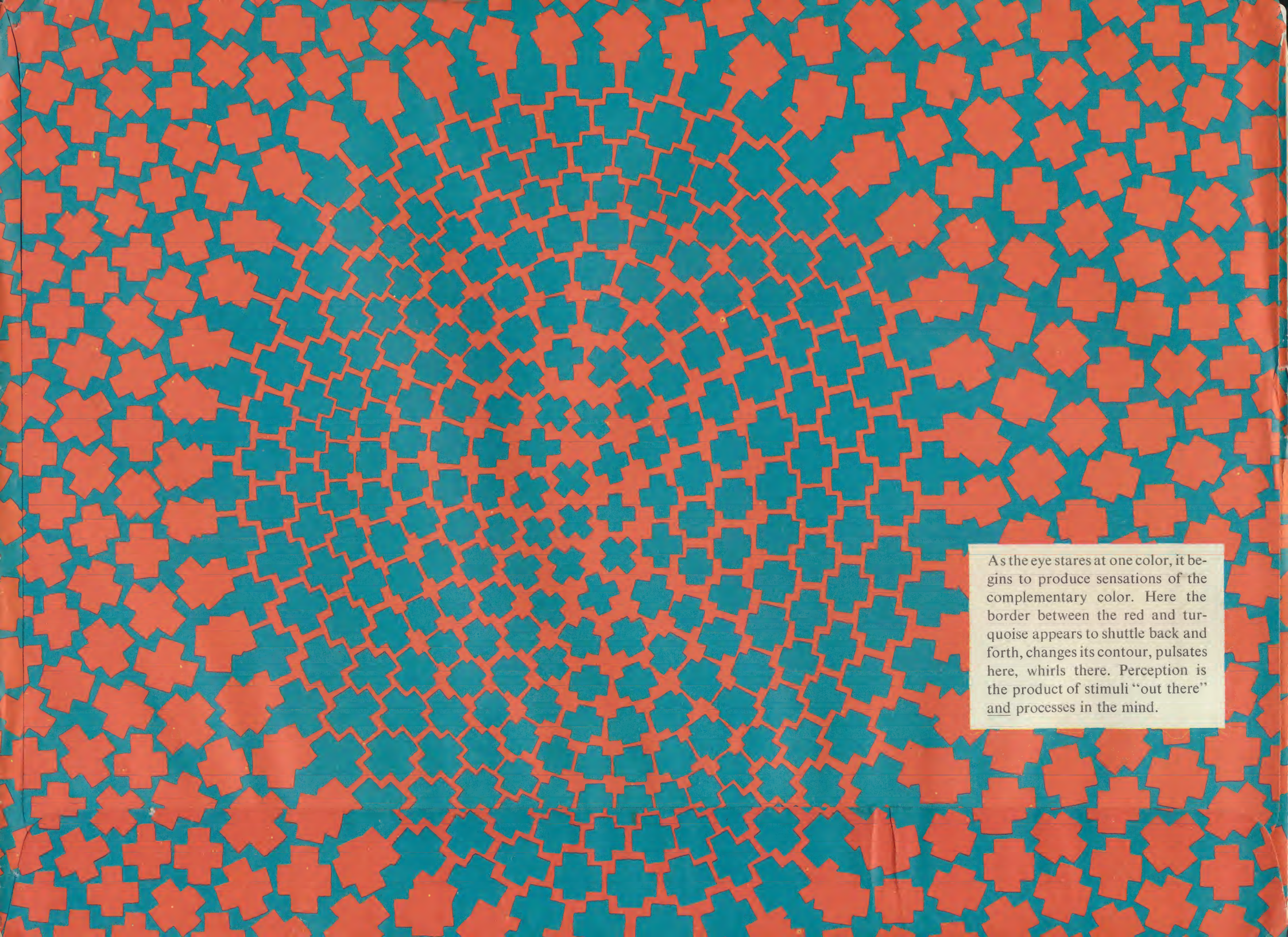
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Your own
Intelligence in
THE MIND
A Fascinating
Volume from
LIFE SCIENCE LIBRARY

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As the eye stares at one color, it begins to produce sensations of the complementary color. Here the border between the red and turquoise appears to shuttle back and forth, changes its contour, pulsates here, whirls there. Perception is the product of stimuli "out there" and processes in the mind.



You Are Invited to Explore for Ten Days Free
The Wonders of Your Own Intelligence In

THE MIND

Introductory Volume in The

LIFE SCIENCE LIBRARY

How and What Do We Learn?

SILENT SYMBOLISM
The career drawing below was made by a sixteen-year-old in his twenties who withdrew that he would not speak a word. The pigeons which make up the female figure symbolize for the student suggest that the youth was suffering from an abnormal attachment to his mother.

"LET US SUPPOSE THE MIND TO BE, as we say, white paper void of all characters, without any ideas. How comes it to be furnished? Whence comes it by that vast store which the busy and boundless fancy of man has painted on it with an almost endless variety? Whence has it all the materials of reason and knowledge?"

In short, how do we learn? The question was propounded three centuries ago by England's great John Locke, and remains as. Indeed, the question has assumed a new urgency, as the irresistible forward sweep of the startling new demands upon the capacity of what our inventory of formal knowledge is, what is perhaps more challenging is the physical and cultural environment that would have been inconceivable. There are new courses, more new drugs, distances, new hours. Thus there is ever to learn

Writing
the mail
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the
the

The art of schizophrenics is extremely varied in form, for there are many different forms that schizophrenia can take, from morbid apathy to violent outbursts and bizarre hallucinations. In essence, the schizophrenic mind draws in upon itself, creating private fantasies for a threatening real world. By conscious overwhims the vulnerable world; he living nightmare of images and disordered thoughts out in his art. When the schizophrenic paints, he attempts

The Imagery of Schizophrenia

TERROR IN DISGUISE
 Drawn by a Balkan peasant with delusions that
 witches bears and white mice were threaten-
 ing him the vivid festival scene above at first
 seems to resemble simple folk art. The figure
 with a tail (right) is playing upon an instru-
 ment that is actually a small distorted clock.

PORTRAIT OF TORMENT
The Father (left) was painted by a quiet, sensitive young girl haunted by sexual yearnings for her father. On the calm right side her torment is repressed but on the left side roasters and burns (both father symbols) appear among the sinister arabesques that pour out of the heart.

THE MIND measures 8½ x 11 inches (the size of this folded brochure). It contains 200 pages with hundreds of illustrations, many in full color. There are 35,000 words of authoritative text and a complete index.

Thought and emotion, mental health and sickness, creativity and retardation.

The subject of man's mind has fascinated him throughout the ages. For more reasons than mere self-interest, man has strived to learn about the mind's complexities for a variety of reasons—some salutary, many evil.

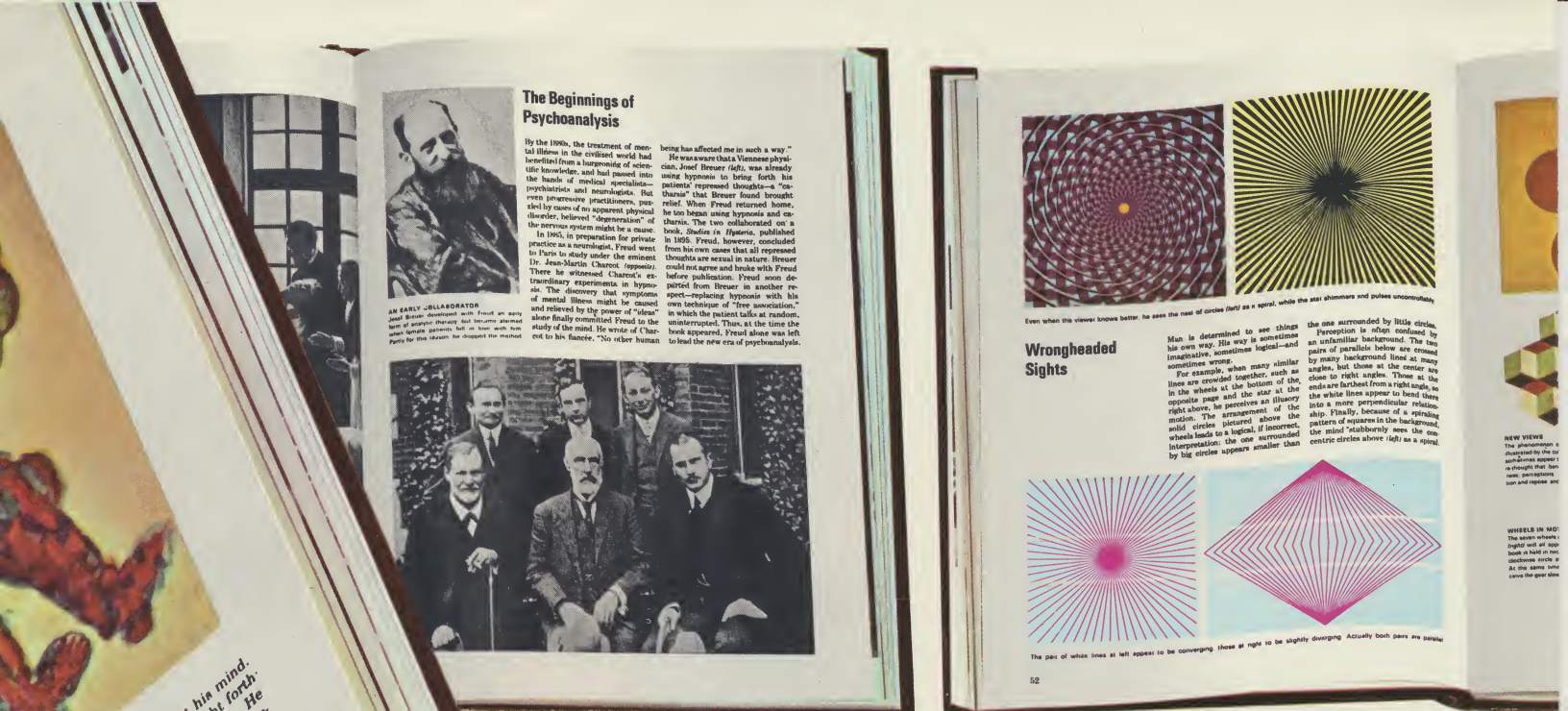
In a generation that has witnessed the power of thought-control, the healing effects of psychotherapy, and the undreamed-of results of drugs and computers, *the source* of these discoveries remains an

endlessly fascinating object. It is, of course, the mind of man.

In this introductory volume of the LIFE SCIENCE LIBRARY, you will learn about the minds of others, and gain insight into your own. Not only you, yourself, will be thrilled by the experience, but your entire family will profit from it for years to come.

The Mind is a map for a journey through the mind of man . . . a chapter-by-chapter description of one of the most interesting, informative books you will ever read follows in this brochure.

And you may read *The Mind free*, in your home, for ten days.



The Beginnings of Psychoanalysis

By the 1890s, the treatment of mental illness in the civilized world had benefited from a surmounting of scientific knowledge, and had passed into the hands of medical specialists—psychiatrists and neurologists. But even progressive practitioners, particularly by cases of no apparent physical nervous system might be a cause in 1905, in preparation for private practice as a neurologist, Freud went to Paris to study under the eminent Dr. Jean-Martin Charcot (opposite). There he witnessed Charcot's extraordinary experiments in hypnosis. The discovery that symptoms of mental illness might be caused alone finally convinced Freud to the study of the mind. He wrote of Charcot to his fiancée, "No other human being has affected me in such a way."

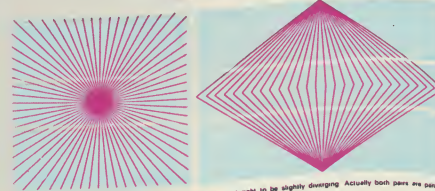
He was aware that a Viennese physician, Josef Breuer (left), was already using hypnosis to bring forth his patients' repressed thoughts—a "catharsis" that Breuer found brought relief. When Freud returned home, he too began using hypnosis and catharsis. The two collaborated on a book, *Studies in Hysteria*, published in 1895. Freud, however, concluded from his own cases that all repressed thoughts are sexual in nature. Breuer could not agree and broke with Freud before publication. Freud soon departed from Breuer in another respect—replacing hypnosis with his own technique of "free association," in which the patient talks at random, uninterrupted. Thus, at the time the book appeared, Freud alone was left to lead the new era of psychoanalysis.

AN EARLY COLLABORATOR
Josef Breuer, development with Freud an early form of hypnosis therapy had become abandoned. Partly for this reason, he dropped the method.



Wrongheaded Sights

Man is determined to see things his own way. His way is sometimes an unconscious logical—and sometimes wrong. For example, when many similar lines are crowded together, such as in the wheels at the bottom of the opposite page and the star at the right above, he perceives an illusory motion. The arrangement of the solid circles pictured above the wheels leads to a logical, if incorrect, interpretation: the one surrounded by big circles appears smaller than the one surrounded by little circles. Perception is often confused by an unfamiliar background. The two pairs of parallel lines at many angles, but those at the center are close to right angles. Those at the ends are farthest from a right angle, so the white lines appear to bend there into a more perpendicular relationship. Finally, because of a striking pattern of squares in the background, the mind stubbornly sees the one-centric circles above (left) as a spiral.



The pair of white lines at left appear to be converging; those at right to be slightly diverging. Actually both pairs are parallel.

By revolutionizing man's view of himself, Freud was many decades ahead of his contemporaries—yet his own life was a serene example of the 19th Century family man.

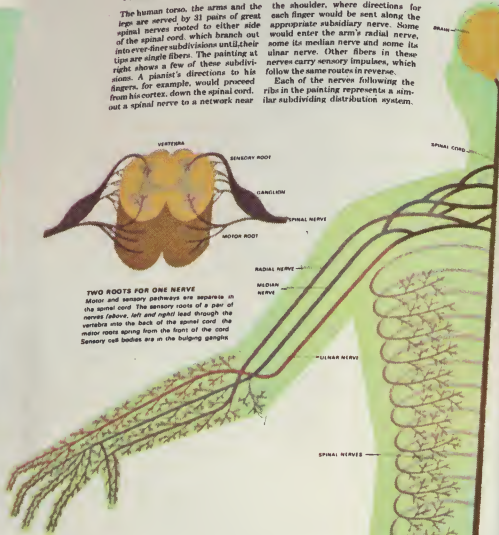
No longer do we assume that our perception is an absolute ceives—he interprets his environment through experience at the tricks simple color and line arrangements can play on y

The complex activity of man's nervous system as he plays concise, four-color drawings and photographs. Below you system at once in a special, fold out spread.

141
strange demons that haunt his mind. His repressed ideas are brought forth in the form of obscure symbols. He uses vivid, contrasting colors to portray his intense emotions, and may try to paint canvases with titles, afraid that he has failed to convey his turbulent fantasies. In each respect this art reflects illness, although the results can be exquisite. For example, distortion of the patient's disrupted human relations, can give paintings the look of enchanting primitive art.

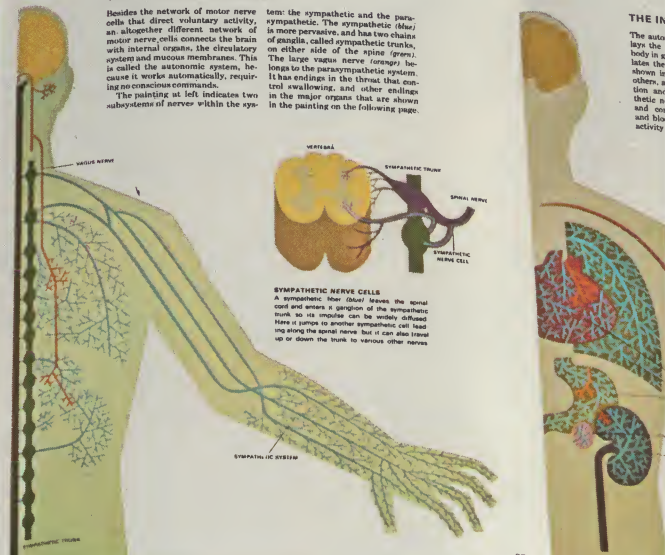
THE SPINAL NERVES

The human torso, the arms and the legs are served by 31 pairs of great spinal nerves rooted to either side of the spinal cord, which branch out into numerous subdivisions. Each of these subdivisions is a single fiber. The painting at right shows a few of these subdivisions. A pianist's directions to his fingers, for example, would proceed from his cortex, down the spinal cord, out a spinal nerve to a network near the shoulder, where directions for each finger would be sent along the appropriate subsidiary nerve. Some would enter the arm's radial nerve, some its median nerve and some its ulnar nerve. Other fibers in these nerves carry sensory impulses, which follow the same route in reverse. Each of the nerves following the ribs in the painting represents a similar subdividing distribution system.



THE AUTONOMIC NERVES

Besides the network of motor nerve cells that direct voluntary activity, an altogether different network of motor nerve cells connects the brain with internal organs, the circulatory system and mucous membranes. This is called the autonomic system, because it works automatically, requiring no conscious commands. The painting at left indicates two subsystems of nerves within the system: the sympathetic and the parasympathetic. The sympathetic (blue) is more pervasive, and has two chains of ganglia, called sympathetic trunks, on either side of the spine (green). The large vagus nerve (orange) belongs to the parasympathetic system. It has endings in the throat that control swallowing, and other endings in the major organs that are shown in the painting on the following page.



CHAPTER ONE: The Elusive Mind of Man

The earliest concepts of the mind and how philosophers and physiologists sought to unlock its secrets. The dark world of the unconscious, dreams and sex. Thinking, consciousness, memory, learning. The full spectrum of mental activity. Picture Essay: *The Instrument of the Nervous System*.

CHAPTER TWO: Mechanisms of Mentality

Galen's discovery of the cranial nerves through which "animal spirits" flowed. Descartes' discovery of reflex action. Functions of the nerve cell, spinal cord and nervous system. And the still unknowns. Picture Essay: *The Intricate Art of Perception*.

CHAPTER THREE: The Mind Under Stress and in Disarray

Explanations for lunacy or "moon-madness." Demons that inhabit the minds of the mad. Mental illness—organic or otherwise? Neurosis and psychosis—causes, symptoms and treatment. And much more. Picture Essay: *Mental Illness, from Demonology to Therapy*.

CHAPTER FOUR: Psychoanalysis: Delving into the Unconscious

Sigmund Freud, the founder of psychoanalysis. The mind's two levels: conscious and unconscious. Three-part structure of the personality—id, ego, super-ego. Dream interpretation, "free association," transference. Picture Essay: *A Photographic Album from the Life of Sigmund Freud*.



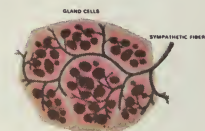
recorder of stimuli. Man not only perceives needs. The above drawings illustrate your eye.

the piano is organized into a series of see the complete peripheral nervous

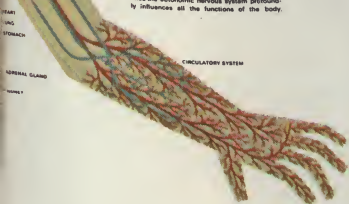
INTERNAL ORGANS

Human system of nerves reacts to emergencies. In the fight or flight reaction, the stomach tightens, blood pressure increases and adrenalin pours into the system.

The parasympathetic system in many ways works in antithesis to the sympathetic, tending to slow and relax the major organs. Together, both systems enable the organs to work smoothly, yet adapt quickly to change.



SYMPATHETIC NERVE CELL AT WORK
The fiber of a sympathetic nerve cell (labeled) branches out to innervate a group of gland cells (shown) its impulses cause an increase or decrease in the secretion of glands. Thus the sympathetic nervous system profoundly influences all the functions of the body.



CHAPTER FIVE: How and What Do We Learn?

Demands on our capacities to learn. How do we learn? "Conditioning" theory of Pavlov. Thorndike and learning as problem solving. Skinner and teaching machines. Picture Essays: *Patterns of Learning*, *Levels of Ability*, including intelligence tests.

CHAPTER SIX: Yardsticks for Human Intelligence

Concepts of intelligence. Reasoning and abstract thinking. The development of I.Q. tests. Changing intelligence with education. Measuring intelligence by analyzing creativity. Picture Essay: *Strange Landscapes from the Realm of Mental Illness*.

The Gifts of Great Minds

The figures next to the names of the 17 famous men pictured at right are taken from a study by a psychologist, Dr. Catherine Morris Uva, that estimates how they would score on a modern intelligence test. Many tabulations of test scores have shown that only 1 percent of the population has an intelligence quotient, or I.Q., of more than 140. The estimated I.Q.s here average an amazing 166. Throughout history, man seems to have produced a tiny handful of the highly endowed intellectually, whose forefathers of ideas has often opened new horizons for all men. These extraordinary brains are probably products of environment as well as heredity: the mind develops gradually in the first three years of life, and recent studies show that lack of mental stimulation during this time actually impairs its growth. Given a stimulating environment, however, highly gifted minds seem to be irrepressible even in childhood, often begin exploring ideas at an astonishingly early age. Many of the gifted grow up to become artists, statesmen, scientists and philosophers, and a few influence others as profoundly with new ideas that they make history.

GALLERY OF GENIUSES

To test a study of the intelligence of great men including those shown here, estimated scores which childhood days were documented and estimated their I.Q.s by their associates. (Note: for example, some men were counted at age 10. Goethe wrote poetry at eight.)



In 1904 the first successful test to measure intelligence was devised. Since then, many tests have been developed . . . most emphasize relationships between numbers, words and shapes rather than how much we know. Above, some past geniuses are evaluated according to their estimated I.Q.

Man has used drugs and alcohol to change his moods for centuries. Hypnosis, however, is a more recent manipulator of behavior. Below you see the beginning of a picture essay on its powers . . . from the power of suggestion to brain washing.

is treated kindly, almost as a convalescent. His living conditions are improved. His instructors tell him in detail what he must think, not only about the present and the future, but also about the past. Knowing that any kind of decent life for him now depends on his compliance, the victim complies.

While it is tempting to blame modern psychology for the development of this extreme technique of persuasion, it is more likely that it was developed through trial and error. And the technique appears to have only a temporary effect, particularly if its victims are subsequently moved into milieu which do not approve of their new views. Captured American soldiers who were brainwashed by the Chinese Communists during the Korean War and subsequently returned to the West were found after a while to have returned to their original ways of thinking as well. After a time they regarded the whole episode as a terrifying and traumatic, but essentially transient, experience.

The origins of all our beliefs lie in the environment in which we are born and grow up, in the attitudes of our parents, in the things we are taught at school, in the social and economic group we belong to. The educational process which creates a feeling of security and personal worth provides a built-in resistance to attempts to manipulate the mind against the will of its possessor.

Hypnosis, Drugs and "Thought Control"

The picture on the opposite page shows the beginning of an experiment in which one man (right) takes another back through the years and causes him to behave as though he were a child again. How the experiment came out is shown in pictures on pages 160 and 165. The powerful force behind it is hypnosis—some of several techniques man has developed for manipulating behavior drastically. Most of them have been known for centuries, although they have come to be better understood in recent years. Hypnosis, for example, first caused a public sensation nearly 200 years ago. Drugs—a widely used means of changing mood and behavior since ancient times—are now the subject of intensive medical research. New ones are being discovered. Changing men's attitudes by persuasion is nothing new either, but in modern times such practices as brainwashing and mass propaganda have been refined to the point of extraordinary effectiveness.

THE BEGINNING: A TOUCH

Psychiatrist Nathan Sponoff touches the face of Jim, a volunteer who has been hypnotically prepared for this signal in a previous session and goes immediately into a hypnotic state. Dr. Sponoff

get associated with Columbia University College of Physicians and Surgeons, is using hypnosis as a scientific research tool to investigate the development of personality at various age levels.



CHAPTER SEVEN: Manipulations of Mentality

The "mood-changers"—alcohol, tranquilizers, anti-depressants. Alcoholism—disease or symptom of mental illness? Drugs that gladden, sadden, alter time and change perception. LSD and schizophrenics. Cats that fear mice. Picture Essay: *Hypnosis, Drugs and "Thought Control"*.

CHAPTER EIGHT: Mind and the Future of Man

Discovering what consciousness, pain and pleasure are. Origins of our emotions and thought processes. Machines that simulate aspects of human behavior. Electrical currents that exist in the brain. Picture Essay: *Exploring Inside the Brain*.



Your introduction to the **LIFE** SCIENCE LIBRARY...
THE MIND

All ideas begin here, whether the object is to be a new wonder drug, a computer or a satellite. To understand science, we must begin to understand man and his thinking processes. And then move on into the many, wondrously varied, worlds of scientific thought.

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Each hardbound book comprises about 200 pages, 35,000 words of text, and hundreds of drawings, photographs, charts and diagrams, many of them in full color. Size is 8½ by 11 inches. The Library is beautifully matched and will bring to your family an ever-ready source of lively and concise information on virtually every scientific subject. The Library is especially worthwhile for students because it provides both the background and supplementary material they need for help in biology, mathematics, chemistry, physics, psychology and astronomy.

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To introduce you to the LIFE SCIENCE LIBRARY, a copy of The Mind has already been reserved in your name. The enclosed reservation card will bring it to your family for a *free ten-day reading and examination*. There is no obligation to buy; you may return it within 10 days and pay nothing. If you retain the volume, the price is very low. Other books in the Library will be sent to you, one every two months, for ten-day free appraisal. You may cancel this free-examination privilege at any time, simply by writing us. Please send the card now—without money—for a copy of The Mind.

AMONG OTHER TITLES IN THE WIDELY ACCLAIMED SERIES:

MATTER

Matter is the basic stuff of the universe. It is fuel that powers rockets; liquid so cold that it climbs out of a glass; coal that turns into diamonds. Matter is metal from the earth and the sea and the atomic bomb and the hydrogen bomb. This volume presents the nature, properties, and evolution of matter in word-and-picture terms you will read and absorb with eagerness.



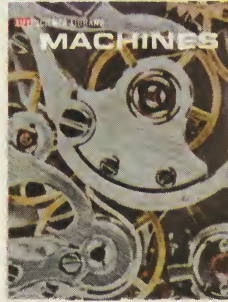
ENERGY

Energy is the capacity to do work. Energy runs everything. A falling stone has energy. Is it the same energy as that of a soaring space ship? The sun and the rainbow are aspects of energy and so is heat and sound and electricity and magnetism. In this book you see the uses of energy, its applications to everyday life, the limitless sources of energy we will tap in the future.



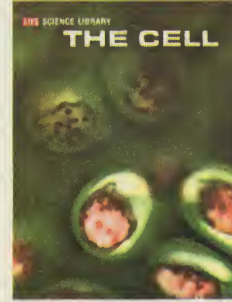
MACHINES

Anything with moving parts is a machine, from a lever to a locomotive. The first machines were simple ways to make work easier. Today, machines govern business and the kitchen, war and travel: they pervade our lives. LIFE's book traces the machine from the discovery of fire to nuclear power, from the invention of the wheel to the steam engine and the building of rockets.



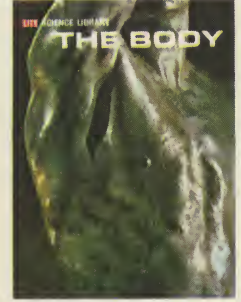
THE CELL

The cell is the basic entity of life. By itself it functions fully; joined with other cells it becomes part of a system—a plant or a body. How cells feed, reproduce and defend themselves is a study basic to prolonging life and halting disease. You go back to the origin of life and see how man's evolution and search for a better life derive from an understanding of the cell.



THE BODY

In this volume you explore the marvels of the human form: its organs and organ systems, its skeleton and senses, its chemistry and its coordination. You see how the body works; why we get sick and why we get well; what makes us young and old. Just what is basal metabolism? How can we best understand the miracle of reproduction—the mysteries of heredity?



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DR. RENE DUBOS

*Member and Professor,
The Rockefeller University*

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DR. HENRY MARGENAU

*Professor of Physics and Natural
Philosophy, Yale University*

Dr. Margenau, a noted physicist and teacher, is an editor of American Journal of Science.

C. P. SNOW

*Parliamentary Secretary,
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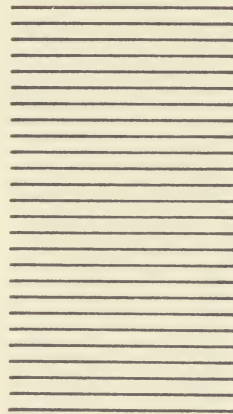
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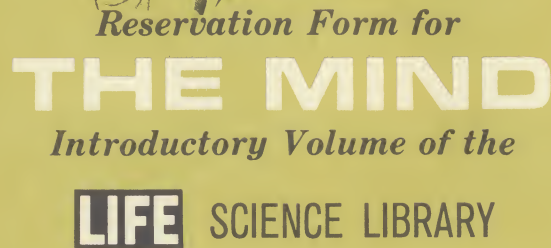


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